

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-0922 (September 2002)		FOR FCC USE ONLY	
<b>FCC 397</b>					
<b>BROADCAST MID-TERM REPORT</b>				FOR COMMISSION USE ONLY FILE NO. - 20160524AAN	
Legal Name of the Licensee GOOD KARMA BROADCASTING, LLC					
Mailing Address 100 STODDARD STREET					
City BEAVER DAM		State or Country (if foreign address) WI		Zip Code 53916 -	
Telephone Number (include area code) 9208854442		E-Mail Address (if available) CKARMAZIN@GOODKARMABRANDS.COM			
FCC Registration Number 0003768835		Facility ID Number 28509		Call Sign WKNR	
<b>TYPE OF BROADCAST STATION:</b>		Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International		Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV	
<b>Application Purpose</b> <input checked="" type="radio"/> New Program Report <input type="radio"/> Amendment to Program Report					
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.					
[Station List]					
<b>Station List</b>					
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.					
Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)	
WKNR	28509	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	CLEVELAND, OH	<input type="radio"/> Yes <input checked="" type="radio"/> No	
WWGK	7065	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	CLEVELAND, OH	<input type="radio"/> Yes <input checked="" type="radio"/> No	

**SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS  
INDICATED BELOW:**

Name NANCY A. ORY, ESQ.			Street Address LERMAN SENTER PLLC 2001 L STREET, NW, SUITE 400
City WASHINGTON	State DC	Zip Code 20036-	Telephone Number 2024166791

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification].

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

**Section I**

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? ☐ Yes ☒ No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

**CERTIFICATION**

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent CRAIG KARMAZIN
Title PRESIDENT	Telephone No. ( include area code) 9208854445
Date 5/24/2016	

## GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

### Section II

#### RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: KELLI GABEL	Title: HOME OFFICE MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

### Section III

#### MID-TERM REPORT

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

[Exhibit 1]

#### FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to [PRA@fcc.gov](mailto:PRA@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

## Exhibits

### Exhibit 1

**Description:** EEO PUBLIC FILE REPORTS

### Attachment 1

Description
Good Karma Ohio EEO Public File Report 2015
Good Karma Ohio EEO Public File Report 2016

## **EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period May 23, 2014 to May 22, 2015.**

**1) Employment Unit:** Good Karma Broadcasting, LLC (Cleveland, OH)

**2) Unit Members (Stations and Communities of License):** WWGK(AM) FCC Facility ID No. 7065 Cleveland, OH  
WKNR(AM) FCC Facility ID No. 28509 Cleveland, OH

**3) EEO Contact Information for Employment Unit:**

Mailing Address:  1301 E. 9 <sup>th</sup> St., Suite 252 Cleveland, OH 44114	Telephone Number: (216) 583-9901
	Contact Person/Title: Keith Williams / General Manager
	E-mail Address: <a href="mailto:kwilliams@goodkarmabrands.com">kwilliams@goodkarmabrands.com</a>

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

### **Job Title**

### **Recruitment Source Referring Hiree**

1. Partnership Coordinator

Exigent Circumstances

**Good Karma Broadcasting is an Equal Opportunity Employer.**

**1) Job Title: Partnership Coordinator**

**Referral Source(s) of Hiree: Exigent Circumstances**

**Explanation:** The licensee was recruiting for a Marketing Consultant for its co-owned stations in the Madison, WI market and the required recruitment and outreach was conducted for that position. Due to the applicant's geographic location, he interviewed for the Madison position in the licensee's Cleveland offices. The Cleveland employment unit decided to hire the candidate to work in Cleveland as a Partnership Coordinator. A candidate was also hired in the Madison, WI market as a result of the recruitment process.

5) Total # of Interviewees Referred: **For the period from May 23, 2014 to May 22, 2015, this Employment Unit interviewed one interviewee for a full-time job vacancy. One applicant was hired.**

**6) Supplemental Recruitment Initiatives:**

**(a) Initiative: Internship Program**

The employment unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 34 interns participated in the program and most received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area, including Baldwin Wallace College, Bowling Green State University, The Ohio State University, John Carroll University, Kent State University, Duquesne University, Allegheny College, University of Akron, The Ohio Center for Broadcasting, the University of Miami of Ohio, and Ohio University

**(b) Initiative: Mentoring Program**

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

**(c) Initiative: Job Shadowing**

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry. The employment unit's marketing consultant had a high school student job shadow for the day on March 21, 2015.

**(d) Initiative: Participation in Educational Institution and Community Events**

**Ohio Center for Broadcasting** – A Marketing Consultant spoke to a class of 50 students about her time at the employment unit describing her internship and her career on December 9, 2014.

**John Carroll University** – An On-Air Personality spoke to a marketing class of 40 students on February 4, 2015. Topics included the business of sports and some tips for success.

**Mayfield Chamber of Commerce** – Two Marketing Consultants spoke at a luncheon on March 12, 2015. They spoke about the power of sports marketing as well as Cleveland sports. Approximately 30 people were in attendance.

**John Carroll University** – A Marketing Consultant was invited by a former intern to speak to a class of approximately 20 student about marketing at ESPN Cleveland on March 31, 2015

**Cub Scout Pack 3362 of Hudson** – An On-Air Personality/Marketing Consultant gave a tour to 12 scouts and 9 adults. They toured the studios and he explained how radio works and demonstrated some broadcast equipment on April 3, 2015.

**Greater Cleveland YMCA** – An On-Air Personality gave the keynote address to the annual meeting of the Greater Cleveland YMCA on April 23, 2014. The theme was Our Community, Our Cause with approximately 250 people in attendance.

**St. Ignatius** – A Marketing Consultant spoke at a “lunch and learn” session about his career in sports management and marketing on May 6, 2015. 20 students were in attendance.

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**(e) Initiative: Scholarship Program**

The Station Employment Unit funded two scholarships to Student Athletes of the Year. The scholarship awarded a \$2,000 scholarship and a \$1,000 scholarship to two area high school graduates. Scholarship winners are encouraged to participate in the Station Employment Unit's internship program.

**(f) Initiative: Establishment of training programs**

The Employment Unit's General Manager has conducted weekly training sessions throughout the year with a Marketing Consultant to train him for a General Manager position in the future.

**(g) Initiative: Job & Career Fairs**

**Notre Dame College.** South Euclid, OH. November 12, 2014. The Internship Coordinator participated in an intern fair. Approximately 30 were in attendance.

**In Arts & Culture Career Fair.** Cleveland Museum of Art, Cleveland, OH. November 17, 2014. The Internship Coordinator and Partnership Coordinator participated in "Linking Talent to Opportunity in Arts & Culture" career fair.

**Showcase.** Aloft, Cleveland, OH. January 7, 2015. Partnership Coordinators participated in the career fair. Approximately 100 were in attendance.

**John Carroll University.** Cleveland, OH. February 5, 2015. The Marketing Facilitator and a Partnership Coordinator participated in the intern fair. About 600 were in attendance.

**Baldwin Wallace Job Fair.** Berea, OH. February 27, 2015. A Partnership Coordinator and a Marketing Consultant participated in the intern fair. Over 100 were in attendance.

## **EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period May 23, 2015 to May 22, 2016.**

**1) Employment Unit:** Good Karma Broadcasting, LLC (Cleveland, OH)

**2) Unit Members (Stations and Communities of License):** WWGK(AM) FCC Facility ID No. 7065 Cleveland, OH  
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	Contact Person/Title: Keith Williams / General Manager
	E-mail Address: <a href="mailto:kwilliams@goodkarmabrands.com">kwilliams@goodkarmabrands.com</a>

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

### **Job Title**

### **Recruitment Source Referring Hiree**

- |                                      |                   |
|--------------------------------------|-------------------|
| 1. Marketing Consultant              | Industry Referral |
| 2. ESPN Digital Marketing Specialist | Employee Referral |

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5.)

a.) Job Title: Marketing Consultant (1)

Recruiting Source: Industry Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Asian American Journalists Association	Rene Astudillo	1182 Market Street, San Francisco, California 94102	415.346.2051	0	No
Case Western Reserve University	Career Development	10900 Euclid Avenue, Cleveland, Ohio 44106	216.368.2000	0	No
Company Websites	Market Contact	Goodkarmabrands.com and ESPNCleveland.com	Cleveland	7	No
Cuyahoga Community College	Carolyn Bailey	4250 Richmond Rd, Highland Hills, OH 44122	216.987.5000	0	No
Employee Referral	N/A	N/A	N/A	2	No
Indeed.com	Webmaster	www.indeed.com	N/A	11	No
Industry Referral	N/A	N/A	N/A	3	No
Miami University	Career Development	501 E. High Street, Oxford, Ohio 45056	513.529.1809	0	No
NAACP of Cleveland	Neisha Jackson	2131 Stoke Boulevard, Cleveland, Ohio 44106	216.231.6260	0	No
National Association of Black Journalist	Webmaster	8701 Adelphi Road, Adelphi, MD, 20783	301.445.7100	0	No
National Organization for Women	Tizzy Hyatt	122 State Street #403, Madison, Wisconsin 53703	608.255.3911	0	No
Native American Journalist Association	Webmaster	3359 36th Avenue, South, Minneapolis, MN 54406	612.729.9244	0	No
Ohio University	Career Development	346 Mccracken Road, Athens, OH 45701	740-593-1000	1	No
Radio and Television News Directors Association	Webmaster	1000 Connecticut Avenue, NW, Suite 615, Washington D.C. 20036	202.659.6510	0	No
The University of Akron	Career Development	302 Buchtel Common, Akron, Ohio 44325	330.972.7111	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900, Madison, WI 53703	608.255.2600	0	No
WorkinSports.com	Webmaster	www.workinsports.com	N/A	0	No

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## b.) Job Title: ESPN Digital Marketing Specialist (2)

Recruiting Source: Employee Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Case Western Reserve University	Career Development	10900 Euclid Avenue, Cleveland, Ohio 44106	216.368.2000	0	No
Company Websites	Market Contact	Goodkarmabrand.com and ESPNCleveland.com	Cleveland	4	No
Employee Referral	N/A	N/A	N/A	2	No
Indeed.com	Webmaster	www.indeed.com	N/A	4	No
John Carroll University	Sue Sande	20700 N Park Boulevard, University Heights, OH 44118	216.397.4432	0	No
Top Workplaces	N/A	N/A	N/A	2	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900, Madison, WI 53703	608.255.2600	0	No
WorkinSports.com	Webmaster	www.workinsports.com	N/A	0	No

**6) Total # of Interviewees Referred:** For the period from May 23, 2015 to May 22, 2016, this Employment Unit interviewed 36 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives:****(a) Initiative: Internship Program**

The Employment Unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 30 interns participated in the program and all received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area, including Baldwin Wallace College, Bowling Green State University, The Ohio State University, John Carroll University, Kent State University, Duquesne University, Allegheny College, University of Akron, The Ohio Center for Broadcasting, the University of Miami of Ohio, and Ohio University

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Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry. One of the employment unit's marketing consultants and one of the on-air producers had a high school student job shadow for the day on January 8, 2016.

**(d) Initiative: Participation in Educational Institution and Community Events**

**Ohio Northern Region of BBYO** – An On-Air Personality spoke to 75 students about their experience in the industry and their career on November 14, 2015.

**Walsh Jesuit High School** – A Marketing Consultant spoke to 120 students on the topic of the Senior Experience Project on January 28, 2016.

**JCU Entrepreneurial Student Speaker Series** – The Sales Manager and Director of Marketing spoke to 150 students for 25 minutes with a 55-minute Q & A session about topics on sales, marketing and advertising on April 7, 2016.

**Cleveland Municipal School District's Career Day** – A Marketing Consultant spoke to 40 students on the topics of sales, marketing and broadcasting on May 6, 2016.

**(e) Initiative: Job & Career Fairs**

**Cuyahoga Community College.** Highland Hills, OH. June 6, 2015. The Internship Coordinator participated in a Northeast Ohio Council on Higher Education ("NOCHE") event. Approximately 40 were in attendance.

**Cuyahoga Community College.** Highland Hills, OH. September 23, 2015. The Internship Coordinator participated in a a Northeast Ohio Council on Higher Education ("NOCHE") event. Approximately 30 were in attendance.

**University of Akron.** Akron, OH. October 1, 2015. The Internship Coordinator participated in a recruiting/retaining local talent event. Approximately 200 were in attendance.

**Ashland University.** Ashland, OH. October 8, 2015. The Internship Coordinator participated in an intern fair. Approximately 300 were in attendance.

**University of Toledo.** Toledo, OH. October 28, 2015. The Internship Coordinator participated in an intern fair. Approximately 300 were in attendance.

**Lake Erie College.** Painesville, OH. November 6, 2015. The Internship Coordinator participated in a mock interview event. Approximately 10 were in attendance.

**Northeast Ohio Council on Higher Education ("NOCHE").** Cleveland, OH. January 6, 2016. The Internship Coordinator participated in an intern fair. Approximately 150 were in attendance.

**Ohio State University.** Columbus, OH. January 26, 2016. The Internship Coordinator participated in an intern fair. Approximately 1400 were in attendance.

**John Carroll University.** University Heights, OH. February 4, 2016. The Internship Coordinator participated in an intern fair.